



**THE FACTORS THAT INFLUENCE
EMPLOYEE RETENTION IN XYZ COMPANY**

**NURUL ATIQA BINTI BADDLI SHAH
2015666834**

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(HUMAN RESOURCE MANAGEMENT)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

JULY 2018

**THE FACTORS THAT INFLUENCE
EMPLOYEE RETENTION IN XYZ COMPANY**

**NURUL ATIQA BINTI BADDLI SHAH
2015666834**

**Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration with Honours (Human Resource Management)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (HUMAN RESOURCES MANAGEMENT)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, NurulAtiqahbtBaddli Shah

(I/C Number : 960612055124)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:_____

Date:_____

LETTER OF TRANSMITTAL

July 2018

The Head of Program

Bachelor of Business Administration with Honours

(Human Resource Management)

Faculty of Business Management

Universiti Teknologi MARA

Kampus Bandaraya Melaka

110 Off Jalan Hang Tuah

75300 Melaka

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title “**The Factors That Influence Employee Retention In XYZ Company**” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank You

Yours Sincerely,

NURUL ATIQAH BINTI BADDLI SHAH (2015666834)

Bachelor of Business Administration (Hons) Human Resource Management

ABSTRACT

Company have to put greater effort in order to ensure their talented and skilful employees retain in the organisation. One way to stay competitive in an industry or market is by taking care of their employees. This is because when employees felt great with their work, they tend to become competitive and increase their performance to help company achieve its target. There are a few employees might do not have any intention to switch to the other company or there are high switching barriers that prevent them from moving to other organisations but it is very critical for every company to identify the factors that can influence their employees to retain in the company. The objective of this study is to identify the level of critical factors which are compensation, performance appraisal and training and career development that could affect employee retention. Besides, the researcher also examines the correlation or relationship between all independent variables with the dependent variable. The researcher also identifies the factor that affects the dependent variable. In collecting data, the researcher used primary data which is questionnaire as a way to get feedback from the employee. Using convenience sampling technique, 135 respondents have participated in this study. In this research, the finding shows that all the independent variables (compensation, performance appraisal and training and career development) have positive relationship with the dependent variable (employee retention). According to regression analysis, all of the independent variables are significant. The findings of this study will be beneficial to the XYZ Company and their employees where the company can reduce their turnover rates and enhancing their retention strategy.